

Home Furnishings Calendar 1949

JANUARY

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HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 28 5:00 P.M.	OPENING TEA; EXHIBIT An exhibit of Cloisonné Enamels will open on this date and run until May 28th. Descriptions of the process and historical development of cloisonné ware is available at China Institute on request. Hours: 9 A.M. to 5 P.M. daily except Saturdays and Sundays. Contact: Ethel Straitiff, RH. 4-8181.	CHINA INSTITUTE	125 E. 65TH STREET
Thursday April 28- May 7	PHILADELPHIA HOME SHOW Sponsored by the Home Builders Assn. of Philadelphia and Suburbs, the Home Show will feature more than 500 displays of major appliances, kitchen equipment, plumbing and heating units and building materials. Contact: Carl Metz, Home Builders Assn., Philadelphia, Penna.	HOME BUILDERS ASSN. OF PHILADELPHIA	COMMERCIAL MUSEUM PHILADELPHIA, PA.
Friday April 29 2:30 P.M.- 5:30 P.M. Cocktails	SHOWING FOR DECORATORS: VENETIAN GLASS LAMPS Venetian glass lamps, styled by Agnes Morgen, will be shown to decorators at this time. These one-of-a-kind lamps combine the charm of the old world with much of the mood of soft modern decoration. The lamps will be sold through decorators only. Contact: Agnes Morgen, IL. 9-3543.	AGNES MORGEN'S STUDIO	6350 WETHEROLE ST. RIGO PARK, N. Y.
April 20 1:00 P.M.	LOYALTY DAY PARADE, VETERANS OF FOREIGN WARS; 96TH ST. TO 63RD ST. ON FIFTH AVENUE. CONTACT: COLONEL FRANCIS J. QUIGLEY, MU. 8-2940.		
April 30- May 7	1949 READING HOME AND BUILDING SHOW, FAIRGROUNDS, READING, PENNA. CONTACT: HAROLD T. HORST, BUILDING INDUSTRIES EXCHANGE, READING, PENNA.		
April 30	NATIONAL BABY WEEK TO MAY 7.		
Sunday May 1	BRIDES AND HOMEMAKERS SPECIAL SECTION On this date a special separate section in tabloid size, 23 to 32 pages, with the front page in full color, will be devoted to brides and homemakers and will contain both editorial material and advertisements. The stories will cover such subjects as bridal fashions; household appliances, kitchen equipment and furniture for the new home; silver, carpeting, table settings and flowers; jewelry, cosmetics, etiquette and bridal traditions. Contact: Lois Hagen, Home Furnishings Editor.	THE MILWAUKEE JOURNAL	MILWAUKEE, WISCONSIN
Sunday May 1 Going On	NEW BUILDING TO OPEN On this date the Furniture Market of Pittsburgh, Inc., expects to be in its new building at 933-37 Penn Avenue. Contact: Mr. Ben D. Levenson, Furniture Market of Pittsburgh, Inc., Pittsburgh, Pennsylvania.	FURNITURE MARKET, INC.	PITTSBURGH, PENNA.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, MAY 2, 1949</u>			
Monday May 2 12:00 M.	CLOSE OF POSTER CONTEST Entries for posters for Home Fashion Time, Sept. 26 to October 1, will close at 12 noon on Monday, May 2. Posters based on the slogan "Enjoy Living at Home" should be sent to Betty Kendall, Bigelow-Sanford Carpet Company, 140 Madison Avenue, New York 15, N.Y.	HOME FASHIONS LEAGUE	155 EAST 96TH ST.
Monday May 2 5:30 P.M. Cocktails, Dinner and Dance	GAY NINETIES PARTY A cocktail party, followed by dinner and dancing to the music of Barry Hilton, with entertainment, games, prizes and favors will be held at the Tavern-on-the-Green. Tickets are \$7 which includes everything. Some people will come in gay nineties costumes. Open to all. Contact: Dorothy Powell, American Social Hygiene Ass'n., CI. 5-8000.	PUBL. CLUB OF NEW YORK	TAVERN ON GREEN
Monday May 2 Just out	NEW GLASSWARE Libbey Glass is introducing its new "Corsage" hostess pattern, its first new glassware shape since the war, to be released through stores all over the country on this date. Designed by Freda Diamond, the new pattern is classic in appearance, and blends with traditional or modern settings. Publicity: Ardelle Coleman, Steve Hannagan Assoc., 247 Park Ave., PL.5-2900.	LIBBEY GLASS CO.	NATIONAL STORES
May 2- May 7	INTERNATIONAL TEXTILE INDUSTRIES EXPOSITION, HOTEL SHERATON, N.Y.C. CONTACT: ARTHUR TARSHIS, LU. 2-4627.		
May 2- May 8	JAMESTOWN SPRING FURNITURE MARKET, JAMESTOWN, NEW YORK. CONTACT: PAUL E. DENNY, PRESIDENT JAMESTOWN FURNITURE MARKET, JAMESTOWN, NEW YORK.		
Monday May 2- May 9	NATIONAL CUTLERY WEEK; PRIZES FOR WINDOWS During the second annual National Cutlery Week, the Associated Cutlery Industries of America which sponsors this week, will offer \$500 in prizes for the best window displays of cutlery in hardware stores, department stores, chain stores, sporting goods stores, and so on. Prizes will be awarded on the basis of originality and promotional effectiveness emphasizing the advantages of American-made cutlery. Photographs must be mailed on or before May 25, 1949, to Lewis D. Bement, Secty., Assoc. Cutlery Industries of America, Deerfield, Mass. Publicity: Betty Timken, Marion Allen, 521 Fifth Ave., MU. 2-2363.	ASSOC. CUTLERY INDUS- TRIES, DEERFIELD, MASS.	THROUGHOUT THE COUNTRY
May 2- May 9	NATIONAL AND INTER-AMERICAN MUSIC WEEK. CONTACT: T. E. RIVERS, SECT'Y, NATIONAL AND INTER-AMERICAN MUSIC WEEK COMM., 315 4TH AVE., N.Y.C.		
Monday May 2- May 14	NEW YORK CLEAN-UP DRIVE The New York City Dept. of Sanitation in cooperation with the National Clean-up, Paint-up, Fix-up Bureau of Washington, D.C. is promoting a drive which will run for two weeks. New York stores will have a splendid opportunity to promote paints and related items at this time. The first week will be devoted to Manhattan, the Bronx and Richmond; the second week to Queens and Kings. The New York Paint, Varnish and Lacquer Association will distribute reproductions of the national association's magazine advertisements entitled "A few gallons of paint make the difference" to retail stores carrying paint. Contact: New York Paint, Varnish and Lacquer Association, TR. 5-1974.	NATL. CLEAN-UP, PAINT-UP, FIX UP BUREAU, WASHINGTON	CITY OF GREATER NEW YORK

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 3	MONTHLY MEETING, UPHOLSTERED FURN. MFRS. ASSN.,		HOTEL McALPIN, NEW YORK.
May 3- May 5	CONVENTION WISCONSIN RETAIL FURNITURE ASSN. JUNEAU HALL, MILWAUKEE, WIS. CONTACT: TED STICKLE, SECTY. WISCONSIN RETAIL FURN. ASSN., MILWAUKEE, WIS.		
Wednesday May 4 12:00 M. Luncheon	AMERICAN DESIGN AWARDS LUNCHEON The annual American Design Awards Luncheon will be held on this date with the four awards going to four Americans whose creative genius has produced concepts which will fundamentally alter and improve broad phases of our lives. Dorothy Shaver will present the awards and an internationally known speaker will address the luncheon. Contact: Mrs. Beverly Wolf, WI. 7-3300.	LORD & TAYLOR FIFTH AVE. & 38TH ST.	WALDORF-ASTORIA GRAND BALLROOM
Wednesday May 4 2:00 P.M.	PUBLIC RELATIONS SEMINAR The first annual public relations seminar will be held on this date, sponsored by Fairleigh Dickinson College. Attendance by invitation only at \$5 per person. The afternoon session begins at 2 P.M. with addresses by five leading public relations experts on the theme "What Does Public Relations Mean to You?" At 6 P.M. there will be a buffet supper followed at 7 P.M. by an evening session to be addressed on a variety of related subjects by three other speakers. Contact: Seminar Director, Fairleigh Dickinson College, Rutherford, N. J.	FAIRLEIGH DICKINSON COLLEGE	BECTON HALL RUTHERFORD, N.J.
Thursday May 5 5:00 P.M.- 7:00 P.M.	NEW DESIGN OFFICE This firm of young designers, Kim Hoffmann and Stephen Heidrich, is opening a new office on this date with a display of paintings by a gifted young artist, Robert Bushong. This show will continue until the end of May and be followed by shows of art pertaining to the home: sculpture, ceramics, enamels, weaving, woodwork, metalwork and so on. Contact: Kim Hoffmann, Stephen Heidrich, PL. 5-9555.	HOFFMANN & HEIDRICH	139 E. 57TH STREET
May 6 12:15 P.M. Luncheon	MAY LUNCHEON "Where Do We Go From Here - in Housing - in Decoration" will be discussed by Harvey Wiley Corbett and Rowena Steel. Mr. Corbett, chief architect for the Amsterdam Housing Project and many others, will analyze the apartment and small house of today and give a view into the future of housing. Miss Steel, who was in charge of decorating Stuyvesant Town and the Parkchester development will tell in detail what happens when the customer tries to fit her furniture into today's house, based on her past twelve years of experience in this field. In addition, Peggy Fuller plans to offer some recommendations, based on the above information, to all the home furnishings industry. Questions from the floor will be answered. Tickets, \$3.60 for members; \$3.85 for guests. Contact: Josephine Brush, TR. 6-1822.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
May 7- May 14	BETTER HOMES SHOW, COLISEUM, DES MOINES, IOWA. CONTACT: THE HOME BUILDERS ASS'N., O. G. POWELL, DES MOINES, IOWA.		
May 8	MOTHER'S DAY (BY PRESIDENTIAL PROCLAMATION)		
May 8- May 14	NATIONAL RAISIN WEEK AND CALIF. RAISIN FESTIVAL, FRESNO, CALIFORNIA. CONTACT: CALIF. RAISIN ASS'N., P.O. BOX 1469, FRESNO, CALIFORNIA.		

DATEWHAT'S GOING ONGIVEN BYWHEREWEEK BEGINNING MONDAY, MAY 9, 1949

Monday	PRESS PREVIEW	SWEDISH MODERN, INC.	675 FIFTH AVENUE
May 9	Members of the press are welcome to attend the second exhibition of		
11:00 A.M.-	Swedish furniture and occasional pieces which have just arrived in this		
4:00 P.M.	country. Publicity: Jane Ellis, MU. 2-5250.		
May 9-	CREDIT PARLEY, NRDGA., HOTEL STATLER, ST. LOUIS, MISSOURI.		
May 11	CONTACT: A. L. TROTTA, NATIONAL RETAIL DRY GOODS ASSN., CH. 4-8780.		
Monday	NATIONAL COTTON WEEK	COTTON-TEXTILE INST.	COUNTRYWIDE
May 9-	Sponsored by the Cotton-Textile Institute and National Cotton Council,		
May 14	Annual National Cotton Week is being held for the nineteenth year.		
	Retail stores will feature it throughout the country and many southern		
	cities will hold cotton carnivals. Publicity: Charles K. Everett,		
	Cotton-Textile Inst., WA. 5-4004.		
Tuesday	NATIONAL PACKAGING	AM. MANAGEMENT ASS'N	MUNICIPAL AUDIT.
May 10-	EXPOSITION, CONFERENCE	330 WEST 42ND STREET	ATLANTIC CITY, N. J.
May 13	Two hundred companies will display the latest developments and applica-		
	tions of packaging, packing and shipping materials, machinery, equipment,		
	design and services for all types of products. In addition there will be		
	six conference sessions in which specialists will lead discussions during		
	which suppliers and users will exchange information on recent developments		
	and experiences, under the direction of J. D. Malcolmson, AMA's packaging		
	vice president. Publicity: Edward K. Moss, American Management Associa-		
	tion, BR. 9-6055.		
Tuesday	DATED TUMBLERS	LIBBEY GLASS	570 LEXINGTON AVE.
May 10	Libbey's heat-treated tumblers that "bounce" will henceforth be marked		
Going on	with the date of manufacture so that retailers can plan intensive mer-		
	chandising of them and so that the housewife can see herself how they		
	outlast other glasses. These heat-treated glasses for use in the home		
	are available in three sizes - water, juice and iced tea, and are pre-		
	packaged 12 glasses to the carton. Publicity: Merrill E. Compton,		
	Steve Hannagan Associates, 247 Park Avenue, New York 17, N.Y., PL. 5-2900.		
May 11	DINNER DANCE, LINENS & DOMESTICS BUYERS OF AMERICA, HOTEL COMMODORE.		
6:30 P.M.	CONTACT: MISS PUGLIS, LINENS AND DOMESTICS, MU. 3-8700.		
Wednesday	PRESS PARTY AND	HERITAGE-HENREDON	AMBASSADOR HOTEL
May 11	FURNITURE SHOWING	FURNITURE CO.	GARDEN ROOM
3:30 P.M.-	Members of the press will attend a cocktail party and furniture show by		
6:00 P.M.	invitation only. At this time officers of the Heritage-Henredon Furni-		
Cocktails	ture Company will be there to welcome them and the plant superintendent		
	will explain construction details. Publicity: Mary Elizabeth Talmadge,		
	Young & Rubicam, MU. 9-5000.		
Thursday	HOME FURNISHINGS LUNCH	FASHION GROUP, INC.	BILTMORE HOTEL
May 12	"Textile Tonic - On Stage with Decorative Fabrics" is the subject of the		
12:15 P.M.	spring home furnishings luncheon which will be addressed by two speakers,		
Luncheon	one from House Beautiful and one from House & Garden. Reservations close		
	May 11 at 5 P.M. Tickets, \$3.25 for members; \$3.75 for guests. Unlimited		
	guest privilege. Fabrics will be on display outside the ballroom from		
	11:30 on. Contact: The Fashion Group, Inc., CI. 7-3940.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday	NORTHEASTERN	ILUM. ENG. SOC.	G. FOX COMPANY
May 12-	REGIONAL CONFERENCE	51 MADISON AVENUE	HARTFORD, CONN.
May 13	Bertha Schaefer will talk on "Color in the Home" at 3:10 P.M. on May 12 during the regional conference of the Illuminating Engineering Society in Sentinel Hill Hall of the G. Fox Company. Contact: C.W. McCormick, Conn. Light & Power, 250 Freight St., Waterbury, Conn.		
Saturday	NATIONAL FROZEN FOOD WEEK	FROZEN FOOD PROCESSORS	COUNTRYWIDE
May 14-	A countrywide promotion to stimulate the sale of quick frozen food will be carried on this week. It is sponsored by Quick Frozen Food Assn. of Chicago, 350 N. Clark St., Chicago 10, Ill.; National Assn. of Frozen Food Packers, 1415 K St., N.W., Wash. 5, D.C.; Natl. Wholesalers Frozen Food Dist., 60 E. 42nd St., NYC 17. Contact: Mr. Harry K. Schauffler, MU. 6-3242.		
May 21			
Sunday	HOME FURNISHINGS SECTION	CHICAGO TRIBUNE	CHICAGO, ILL.
May 15	On this date a special home furnishings supplement will be published to mark the opening of a six-week display of prize rooms developed from winning entries in the newspaper's better rooms competition. Winning designs will be shown at the Art Institute of Chicago at the end of the month. The supplement will also include such allied merchandise as television, radio and household appliances. Contact: Donald A. Nightingale, Chicago Tribune, Chicago, Ill.		
Sunday	NEW YORK STATIONERY SHOW	GEORGE F. LITTLE MGMT.	HOTEL NEW YORKER
May 15-	All sorts of related accessories will be on display at the Stationery Show: leather goods, desk sets, pens and pencils, candles, party goods and so on. Contact: George F. Little Management. MU. 9-7147.		
May 20			

ADVANCE DATES AND NOTICES

May 16	MONTHLY MEETING DECORATIVE LINEN GROUP, ADVERTISING CLUB, NEW YORK CITY.		
12:00 M.	CONTACT: MISS PUGLIS, LINENS AND DOMESTICS, MU. 3-8700.		
May 16-	MERCHANDISE FAIR - 5¢ to \$5.00, 71ST REGIMENT ARMORY, 34TH & PARK AVENUE.		
May 20	CONTACT AND PUBLICITY: ARTHUR TARSHIS, LU. 2-4627.		
May 16-	OIL HEAT INSTITUTE OF AMERICA EXPOSITION, MECHANICS HALL, BOSTON, MASS.		
May 20	CONTACT: CORNELIUS CURTIN, 6 EAST 39TH STREET, N.Y.C., MU. 5-1638.		
Monday	NATIONAL EXPOSITION 1949	OUR CHILDREN'S WORLD	GRAND CENTRAL PAL.
May 16-	For the first year the "Our Children's World" 1949 National Exposition		
May 21	will be held. It will assemble for display modern techniques and pro-		
1:00 P.M.-	ducts for all phases of child care and will exhibit children's furniture		
10:30 P.M.	and food in addition to toys, games, books, records, apparel and so on. There will be educational movies, lectures and demonstrations. Admission, 60¢, including tax. Publicity: Horace L. Lyons, PL. 9-8559.		
May 18	MONTHLY MEETING LINENS & DOMESTIC BUYERS OF AM., ADVERTISING CLUB, N.Y.C.		
12:00 M.	CONTACT: MISS PUGLIS, LINENS AND DOMESTICS, MU. 3-8700.		
Wednesday	LUNCHEON	PUB. REL. SOC. OF AM.	HOTEL MADISON
May 18	Mr. Charles Hammon, vice president and assistant to the president, Niles		
12:30 P.M.	Trammell, of N.B.C. will talk on what public relations has done for N.B.C.		
Luncheon	His talk will be illustrated with a <u>short</u> , fast-paced film. Tickets, \$3.00. Guests are welcome. Contact: J.L. Barrett, MU. 8-2063.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 20 12:00 M.	TOWEL FORUM, LINENS & DOMESTICS BUYERS OF AM. ADVERTISING CLUB, N.Y.C. CONTACT: MISS PUGLIS, LINENS AND DOMESTICS, MU. 3-8700.		
May 21-29	HOME SHOW, MUNICIPAL AUDITORIUM, NEW ORLEANS, LOUISIANA.		
Sunday	WORLD TRADE WEEK	CHAMBERS OF COMMERCE	COUNTRYWIDE
May 22- May 28	During this week state and local chambers of commerce and other business organizations are urged by President Truman to carry out foreign trade programs in their areas. The Chamber of Commerce of the United States has prepared material to aid such organizations. The latest item is a 32-page booklet entitled "A Guide to Foreign Government Information Services". This booklet, as well as posters, stickers, news mats, prepared speeches and radio scripts, is available through the Chamber of Commerce of the United States, 1615 H. Street, Washington, D.C.		
Thursday May 25 4:00 P.M.- 6:30 P.M. Cocktails	PRESS PARTY	BAKELITE CORPORATION	HAMPSHIRE HOUSE
	A party to display newly-designed drapery materials of Vinylite plastic and to enable the guests to select new draperies for a room in their houses will be held by invitation only. William Pahlmann has created brilliant window treatments for the occasion. New patterns, made up and ready to hang, will be displayed by various manufacturers, just as they will appear in stores this fall. Publicity: Janet Baird, J. M. Mathes, Inc., 122 East 42nd Street, LE. 2-7456.		
Wednesday May 25 4:30 P.M.- 7:00 P.M. Cocktails	PREVIEW FOR THE TRADE	N.Y. SCHOOL OF INT. DEC.	119 EAST 54TH ST.
	Sherrill Whiton, Director, announces the annual exhibition of the work of the school's design department, to be shown to the trade at a cocktail party, by invitation, on this date. Thereafter the exhibit will be open to the public from 10 A.M. to 5 P.M. on May 26, 27, and May 31 through June 3. Several scale models will be shown. In addition there will be renderings, furniture, designs with blueprints and original wallpapers. Contact: Gilbert Werle, Dean of the School, PL. 3-0578.		
Thursday May 26- May 27	ANNUAL CONFERENCE:	SOC. OF THE PLASTICS IND.	EDGEWATER BEACH
	SOC. OF THE PLASTICS IND.	295 MADISON AVE., N.Y.C.	HOTEL, CHICAGO
	In addition to a number of symposiums of interest to all who attend the conference there will be technical meetings for special industry groups. A luncheon will be held on May 26, and the annual banquet on May 27. Publicity: Langdon P. Williams, MU. 6-1490.		
May 29- June 1	ANNUAL CONVENTION, ADV. FED. OF AMERICA, RICE HOTEL, HOUSTON, TEXAS. CONTACT: ELEANOR H. HULL, ADV. WOMEN OF N.Y., 1233 SIXTH AVE., CI. 5-4149.		
May 30	MEMORIAL DAY (Legal Holiday).		
May 30	CANADIAN INTERNATIONAL TRADE FAIR, TORONTO, CANADA, TO JUNE 10.		
June 2-12	NATIONAL HOME & BUILDING EXPOSITION, PAN-PACIFIC AUDITORIUM, LOS ANGELES.		
June 3 12:00 M.	LINEN FORUM, LINENS & DOMESTICS BUYERS OF AM., ADVERTISING CLUB, N.Y.C. CONTACT: MISS PUGLIS, LINENS AND DOMESTICS, MU. 3-8700.		

DATEWHAT'S GOING ONGIVEN BYWHEREMUSEUM, GALLERY AND GARDEN NEWS

Sunday	BOTANIC GARDEN WEEK	BKLYN BOTANIC GARDEN	1000 WASHINGTON AVE.
May 1-	During this week the borough will celebrate with a series of special		
May 8	events. A benefit dinner on May 3, at 6:30 P.M. in the Rotunda of the Botanic Garden will be attended by members of the Brooklyn Institute of Arts and Sciences and of the Auxiliary. Chairman, Leonard P. Moore, DI. 4-7630. On Wednesday, May 4, Members' Day, an exhibition of Arctic flower pictures taken by Rutherford Platt will be opened. Invitations have been sent to garden clubs of New York, New Jersey, Connecticut and Pennsylvania to attend a program on Thursday, May 5. Visitors will be taken on tours of the gardens and served box lunches. In the afternoon Samuel Gottscho will speak on "My Wild Flower Year". Other speakers include Richardson Wright of House & Garden magazine, Dr. George S. Avery, Jr., director and Miss Frances M. Miner, curator of instruction of the Botanic Garden. Publicity: Matthew A. Bassity, MA. 2-4433.		
Friday	EXHIBIT OF MODELS	BERTHA SCHAEFER GALLERY	BALTIMORE MUSEUM
May 6-	OF MODERN HOUSES	32 EAST 57TH STREET	BALTIMORE, MD.
June 5	"The Modern House Comes Alive", an exhibit of scale models of modern houses and interiors. Contact: Bertha Schaefer, PL. 5-3331.		
Tuesday	AMERICAN TEXTILES OF THE	ART INSTITUTE	AGNES ALLERTON WING
May 17-	18TH & 19TH CENTURIES	OF CHICAGO	CHICAGO 3, ILLINOIS
October 1	A group of American textiles of the 18th and early 19th centuries from the Institute collection will be shown in connection with the current exhibition, "From Colony to Nation." Hours: 9 A.M. to 5 P.M. weekdays; 1 to 5 P.M. Sundays. Free on Wednesdays, Saturdays, Sundays, and holidays; admission on other days, 30¢ including tax. Publicity: Peter Pollack, The Art Institute of Chicago, Chicago 3, Illinois.		
Friday	EXHIBIT OF WALLPAPER	UNIVERSITY OF COLORADO	BOULDER, COLORADO
May 20	This exhibit, formerly scheduled for March 19 - April 2, had to be postponed and will now be given on the dates here listed. Fine wallpapers from well-known manufacturers will be shown in the Museum Gallery under the title "Wallpaper - Today, Tomorrow, Yesterday". Contact: Francis J. Geck, University of Colorado, Boulder, Colorado.		
June 15			

RADIO AND TELEVISION NEWS

Friday	TELEVISION PROGRAM	WNBT	N.B.C. TELEVISION
April 29	"MEET THE EXPERT"	CHANNEL 4	NEW YORK AREA
3:15 P.M.-	Jerry Colitt, proprietor of Old Denmark, 135 E. 57th Street, will demonstrate the preparation of "smorrebrod" or open-faced sandwiches. Using a large array of ingredients, Mr. Colitt will show a group of experts and guests how to make ten unusual varieties of smorrebrod. Publicity: Franklin Fisher & Assoc., Inc., Doris Herzig, MU. 2-1983.		
3:45 P.M.			
Monday	TELEVISION PROGRAM	WNBT	N.B.C. TELEVISION
May 2	"MEET THE EXPERT"	CHANNEL 4	NEW YORK AREA
3:15 P.M.-	Clara Dudley, color-scheme consultant for Alexander Smith & Sons Carpet Company, will demonstrate four plans for redecorating the studio's permanent set. The video audience will participate in a contest which will run for three weeks, the winner to receive an Alexander Smith Floor-Plan rug. Publicity: Emily Purcell, MU. 9-1300.		
3:45 P.M.			

DATEWHAT'S GOING ONGIVEN BYWHERETELEVISION GUIDE

Detroit, Michigan. Station WJBK-TV - The Forst Industry Co., 500 Temple Ave., Detroit 1, Michigan. Program Manager, Helen Anderson.

Fort Worth, Texas. Station WBAP-TV - Fort Worth Star Telegram, 3900 Barnett St., Fort Worth, Texas. Program Manager, Seymour C. Andrews.

Houston, Texas. Station KLEE-TV - W. Albert Lee, Milby Hotel, Houston 2, Texas. Program Manager, Ken Bagwell.

Los Angeles, Cal. Station KFI-TV - Earle C. Anthony, Inc., 141 N. Vermont Ave., Los Angeles 4, Cal. Program Manager, Ronald C. Oxford.

Louisville, Ky. Station WAVE-TV - Wave, Inc., 334 E. Broadway, Louisville 2, Ky. Program Director, George Patterson.

Memphis, Tenn. Station WMCT - Memphis Publishing Co., 3rd and Madison, Memphis, Tenn. Program Manager, Wilson Mount.

Milwaukee, Wis. Station WTMJ-TV - The Journal Co., Radio City, 720 E. Capitol Dr., Milwaukee, Wis. Program Manager, James Robertson.

EDITORIAL REQUIREMENTS

For the New Hampshire Sunday News, 32 Amherst St., Manchester, N. H. Releases with a local New Hampshire slant are preferred. How-to-do stories dealing with decorating are particularly desired. Contact: Mrs. Lucile N. Bangs, The New Hampshire Sunday News.

For the Boston Herald Traveler Corp., Boston 12, Mass. This publisher can feature all types of home furnishings and garden news, features on new products, trends in decoration, instructions for the homemaker on "do-it-yourself" items, knitting and crocheting instructions. Each release should be accompanied by an action-posed photograph and a photograph of a room scene. No photographs of products alone can be used, nor shots of a floor, a single window, lamp, chair, and so on. Where specific merchandise is described, local department store outlets must be provided. Specialty stores are not acceptable, nor is merchandise that is not advertised in these papers or available in other than Boston department stores. Contact: Gloria Gould, The Boston Herald Traveler Corporation.

For "Home Trends" by Jane Dixon, Oakland Shopping News, Oakland, Cal. and Marilyn King's "Round the Town", San Francisco Shopping News, 851 Howard Street, San Francisco 3, California.

Both these papers would like to receive glossy photographs and copy slanted to the consumer. Both papers are published bi-weekly and have a combined circulation of 365,000. Tear sheets are sent promptly if material submitted is used in whole or in part. Pictures of products in use, preferably with live models and in actual room settings are desired. Trade product pictures will not be used. Any product related to the home is welcome. Contact: Mary Boden, Women's Editor for both.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Arlene Hannes, Associate Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

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